

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) .DCCC/HORSFORD  
Product DCCC.HORSFORD  
Estimate# 2102  
Buyer JESSE DEMASTRIE  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 143/149/2102  
Flight Dates 10/16/2012 - 10/19/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

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--- REMARKS ---

NEW ORDER  
PLS CONFIRM  
CATHY FOR AMY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-TH	5A-6A	WAKE UP W/WAGNERS	:30	\$450.00	10/16-10/18	2	1	2	\$900.00	
	2	TU-TH	430A-459A	WAKE UP EARLY W/WAGNERS	:30	\$250.00	10/16-10/18	2	1	2	\$500.00	
	3	TU-TH	6A-7A	WAKE UP W/WAGNERS	:30	\$700.00	10/16-10/18	2	1	2	\$1,400.00	
	4	TU-TH	7A-9A	TODAY SHOW	:30	\$900.00	10/16-10/18	3	1	3	\$2,700.00	
	5	TU-TH	9A-10A	TODAY SHOW II	:30	\$425.00	10/16-10/18	2	1	2	\$850.00	
	6	TU-TH	10A-11A	TODAY SHOW III	:30	\$325.00	10/16-10/18	2	1	2	\$650.00	
	7	TU-TH	11A-12P	RACHEL RAY	:30	\$325.00	10/16-10/18	2	1	2	\$650.00	
	8	TU-TH	12P-1230P	NOON NEWS	:30	\$425.00	10/16-10/18	2	1	2	\$850.00	
	9	TU-TH	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/16-10/18	2	1	2	\$650.00	
	10	TU-TH	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	10/16-10/18	2	1	2	\$850.00	
	11	TU-TH	2P-3P	DOCTORS	:30	\$325.00	10/16-10/18	2	1	2	\$650.00	
	12	TU-TH	3P-4P	DR. PHIL	:30	\$450.00	10/16-10/18	2	1	2	\$900.00	

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	13	TU-TH	4P-430P	FIRST NEWS	:30	\$725.00	10/16-10/18	2	1	2	\$1,450.00	
	14	TU-TH	430P-5P	NEWS	:30	\$725.00	10/16-10/18	2	1	2	\$1,450.00	
	15	TU-TH	5P-630P	NEWS	:30	\$1,200.00	10/16-10/18	2	1	2	\$2,400.00	
	16	TU-TH	630P-7P	JEOPARDY	:30	\$1,300.00	10/16-10/18	2	1	2	\$2,600.00	
	17	TU-TH	7P-730P	WHEEL	:30	\$1,300.00	10/16-10/18	2	1	2	\$2,600.00	
	18	TU-TH	7P-730P	FACE TO FACE	:30	\$900.00	10/16-10/18	2	1	2	\$1,800.00	
	19	TU-TH	11P-1135P	NEWS	:30	\$1,200.00	10/16-10/18	2	1	2	\$2,400.00	
	20	TU-TH	1135P-1235A	TONIGHT SHOW	:30	\$500.00	10/16-10/18	2	1	2	\$1,000.00	
	21	TU-TH	1235A-135A	JIMMY FALLON	:30	\$250.00	10/16-10/18	2	1	2	\$500.00	

---REPORT TOTALS---

Report Totals: 43 / \$27,750.00

---SALES MONTHLY TOTALS---

Oct 12: 43 / \$27,750.00  
Sales Totals: 43 / \$27,750.00  
Station Totals: 43 / \$27,750.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$102,778	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	27%
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KTNV 25%

KTUD 1%

KVCW 1%

KVMY 2%

KVVU 14%

XXXX 0%

Books NOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE